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PLANNING PUBLIC EDUCATION PROGRAMS

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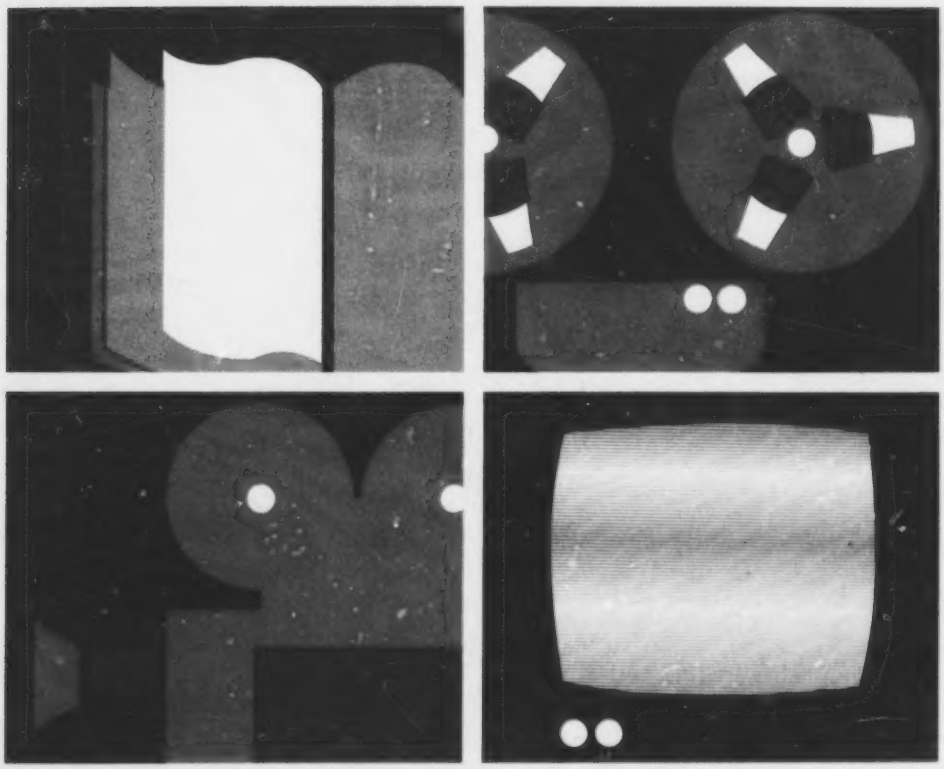
AN ANNOTATED BIBLIOGRAPHY OF METHODS AND RESOURCES FOR CANCER EDUCATION



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Public Health Service
National Institutes of Health

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PLANNING PUBLIC EDUCATION PROGRAMS

AN ANNOTATED BIBLIOGRAPHY OF METHODS AND RESOURCES FOR CANCER EDUCATION

November 1980

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INTRODUCTION

Developing Public Education Programs is a bibliography citing materials in the Cancer Information Clearinghouse files which may be useful in planning and implementing cancer education programs. The list is not exhaustive, but it should help create an awareness among health professionals of the diversity of available materials and sources.

To obtain the items, please contact the sources indicated. Except for bibliographies published by the Clearinghouse itself, the items listed cannot be obtained from the Cancer Information Clearinghouse. The Clearinghouse has verified that each item is available from its named source.

Approaches to the development of educational programs vary widely. The National Cancer Institute has not necessarily endorsed any of these approaches, and inclusion here does not imply an endorsement. Health educators may, therefore, wish to examine copies of these materials before obtaining them for use in their programs. The main criteria for inclusion were timeliness and availability, so no items produced prior to 1971 are listed.

The Cancer Information Clearinghouse constantly seeks to expand its collection of information concerning programs and materials for public, patient, and professional education. In this effort, the Clearinghouse is dependent upon you, the health communicator or provider, for information. If you produce or become aware of new information, the Clearinghouse would greatly appreciate hearing from you. In the meantime, the Cancer Information Clearinghouse hopes you will find this bibliography helpful in planning and conducting your educational programs.

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GENERAL INFORMATION

1. **"Community Education About Cancer."** pp. 63-74. D. Hill. **In:** Public Education About Cancer: Recent Research and Current Programmes. An Eighth Series of Papers. UICC Technical Report Series, Vol. 31, 1978. J. Wakefield, ed.

   A discussion of public education about cancer in Australia is presented. Among the topics covered are: public attitudes and coping mechanisms; the doctor's role in community education; practical suggestions to help the doctor instruct his patients; ideas for media use in community programs; and current medical attitudes toward cancer and its prognosis. **Cost:** 8 Swiss Francs.

   Source: International Union Against Cancer (UICC); 3, rue du Conseil-General; 1205 Geneva; SWITZERLAND. Telephone: (022) 20 18 11.

2. **"Consumer Health Education--To Know or to Die."** A. R. Somers. *Hospitals* 50:52-6, 1 May 76.

   The article describes a hospital-based consumer health education program operated by the College of Medicine and Dentistry of New Jersey since 1972.

   Source: local medical libraries.

3. **Controlling the Smoking Epidemic; Report of the WHO Expert Committee on Smoking Control.** Series: **Technical Report No. 636.** 1979. 87 pp; report.

   The report contains recommendations made by the World Health Organization in October 1978 as the result of a review of the latest evidence on the harmful effects of smoking, and a study of the world situation regarding smoking control. The recommendations developed at the meeting proposed activities based on education, information, and legislation designed to control the spread of smoking. **Cost:** $5.40 plus postage and handling. **Order No.** ISBN 92-4-120636-5.

   Source: WHO Publications Centre USA; 49 Sheridan Ave.; Albany, NY 12210. Telephone: (518) 436-9686.

4. **"Federal Programs Make Education an Integral Part of Patient Care."** S. Rosenberg. B. A. Judkins. *Hospitals* 50:62-5, 1 May 76.

The article describes health education services by two federal programs. Current program area activities and projections for future programs are discussed.

Source: local medical libraries.

5. **"Health Education - A Responsibility of the Occupational Health Professional."** J. S. Felton. *Journal of Occupational Medicine* 19(5):346-50, May 77.

The responsibility of the occupational health professional to provide general health education is discussed. Extensive experience with asbestos workers is cited, pointing out that advanced lung disease of the workers can be averted by employee health education programs.

Source: local medical libraries.

6. **Health: What They Know, What They Do, What They Want. A National Survey of Consumers and Businesses.** Sep 78. 32 pp; report.

A needs assessment undertaken by the American Hospital Association's Center for Health Promotion is described and the survey results are presented. The purpose of the Health Education Research Project was to assess public knowledge about health and to determine health information needs. Ongoing health education activities in various settings and potential channels for the dissemination of health information are also discussed. **Cost:** free.

Source: American Hospital Association; Center for Health Promotion; 840 N. Lake Shore Dr.; Chicago, IL 60611. Telephone: (312) 280-6000.

7. **"New Dimensions for an Established Health Education Program."** pp. 86-9. W. G. James. **In:** Public Education About Cancer: Recent Research and Current Programmes. UICC Technical Report Series, Vol. 26, 1977. J. Wakefield, ed.

The article provides a brief description of the way in which the American Cancer Society plans its educational programs. A discussion of the decision-making process as it applies to health behavior change is included with the specific example of a Pap test program illustrating the planning technique. **Cost:** free.

Source: International Union Against Cancer (UICC); 3, rue du Conseil-General; 1205 Geneva; SWITZERLAND. Telephone: (022) 20 18 11.

8. **Public Education About Cancer: Recent Research and Current Programmes. An Eighth Series of Papers.** Series: **UICC Technical Report, Vol. 31, 1978.** 96 pp; report. J. Wakefield, ed.

Designed to provide an overview of current international research into the function of public education methods and programs in cancer control, the collection includes papers on smoking trends, screening programs, the use of media, and the educational role of the family physician. **Cost:** 8 Swiss Francs. **Order No.** 92-9018-031-5.

Source: International Union Against Cancer (UICC); 3, rue du Conseil-General; 1205 Geneva, SWITZERLAND. Telephone: (022) 20 18 11.

9. **"Smoking Education Programs 1960-1976."** E. L. Thompson. *American Journal of Public Health* 68(3):250-7, Mar 78.

The article reviews the published literature on various types of smoking education programs, including anti-smoking campaigns, individual counseling, teaching and group discussion, mass media efforts, and smoking cessation clinics. An extensive bibliography is appended.

Source: local medical libraries.

READEX FICHE

10. **Survey Form-Radio Stations.** 1977. 2 pp; form.

The survey form presents radio stations a series of public service programming questions which would provide useful information to organizations planning radio public service announcements. Names of contact personnel, station objectives and special audiences, public service formats and programming schedules, and geographic area covered are included.

Source: Yale Comprehensive Cancer Center; Communications Office; 850 Howard Ave.; New Haven, CT 06519. Telephone: (203) 436-3779.

NEEDS ASSESSMENT

11. **Future Directions for NCI's Diet, Nutrition and Cancer Program.** National Cancer Program Special Communication, 8 Dec 78. G. R. Newell. 1978. 5 pp; speech.

The speech discusses evidence suggesting that diet and nutrition play a role in the etiology, prevention, and perhaps therapeutic management of specific diseases, including cancer. The intent is expressed for the National Cancer Institute's Diet, Nutrition and Cancer Program to focus on etiology and prevention, treatment, rehabilitation, professional education, communication, resource development, and training. Remarks by the deputy director of the National Cancer Institute are included which emphasize mechanisms and amount of funding, and development of nutrition research units. **Cost:** free.

Source: National Cancer Institute; Office of Cancer Communications; Bldg. 31, Rm. 10A18; 9000 Rockville Pike; Bethesda, MD 20205.

PROGRAM PLANNING AND IMPLEMENTATION

General

12. **The Breast Cancer Digest.** 1979. 165 pp; monograph.

The book is designed to provide the health professional with a comprehensive review of every aspect of breast cancer and is divided into four main sections: rates, causes, and development of breast cancer; tests and treatment; psychological and social effects; and breast cancer programs and resources. New advances in detection, diagnosis, treatment, and rehabilitation are stressed. A guide for instituting a breast cancer education program and a list of existing programs are also provided. **Cost:** free. **Order No.** DHEW (NIH) 79-1691.

Source: National Cancer Institute; Office of Cancer Communications; Bldg. 31, Rm. 1018; 9000 Rockville Pike; Bethesda, MD 20205.

13. **Cancer Education in Schools: A Guidebook for Teachers.** Series: **UICC Technical Report, Vol. 38,** 1978. 116 pp; teaching guide.

The guidebook contains lesson plans designed to assist schoolteachers in presenting an overall picture of cancer, its causes, its treatments, and what an individual can do to protect himself against the disease. The guide emphasizes that some types of cancer, especially smoking-related lung cancer, are preventable and that others can be successfully treated following early diagnosis. The authors hope to thus counteract the fear of cancer which often leads to delay in seeking medical care. Each lesson plan contains learning objectives, an outline, background information, suggested activities, diagrams, and evaluation forms to measure student comprehension. **Cost:** 12 Swiss Francs. **Order No.** 92-9018-038-2.

Source: International Union Against Cancer (UICC); 3, rue du Conseil-General; 1205 Geneva; SWITZERLAND. Telephone: (022) 20 18 11.

14. **Cancer Education Programs for Adults.** 8 pp; brochure.

The American Cancer Society's cancer education programs for adults are described. The basic goals of adult education and the elements of the programs, which are intended for use in clubs, organizations, and industry, are reviewed. **Cost:** free. **Order No.** 2061.

Source: American Cancer Society, local units.

15. **"Changing Lifestyles to Improve Health."** R. J. Haggerty. *Preventive Medicine* 6(2):276-389, Jun 77.

The article states that lifestyle is the most important modifiable factor influencing health and illness today. It claims that traditional health education methods that rely on knowledge transfer do not stimulate significant behavioral changes. A combination of traditional, authoritarian approaches with supportive medical care is advocated. Traditional health education programs, health education theory, and behavior modification methods are described.

Source: local medical libraries.

16. **"Communicating Cancer Control to the Public."** M. Butler; W. Paisley. *Health Education Monographs* 5(1):5-24, Spring 77.

Public communications research is reviewed and factors influencing communication effectiveness are analyzed. Fifteen public cancer communication programs specific to cancer sites, targeted to different audiences, and with varied educational objectives and communication modes are described. Recommendations include greater use of social science literature and evaluative designs in program planning; cooperative research to provide data suitable for educational diagnosis; and standardization of educational results to document effectiveness of techniques and strategies.

Source: local medical libraries.

17. **Communications Handbook for Participating Agencies.** Cancer Action Now. 99 pp; manual.

The publicity manual outlines a program to coordinate the editorial and graphic activities of cancer agencies in the Detroit area. Guidelines are offered on media publicity, and samples of appropriate slogans (such as the catch-word "CAN"), logos, typefaces, clip art, a glossary of cancer terms, names of agencies, and listings of media personnel are included. **Cost:** free.

Source: Michigan Cancer Foundation; 110 E. Warren Ave.; Detroit, MI 48201. Telephone: (313) 833-0710.

18. **Educating the Public About Health: A Planning Guide.** Series: **Health Planning Methods and Technology.** Oct 77. 114 pp; manual.

The guide presents a comprehensive overview of major issues involved in educating the public about health. Policy writing, problem solving, and goal setting are examined; and ideas for use in planning, implementing, and evaluating health education programs are outlined. **Cost:** free. **Order No.** DHEW (HRA) 78-14004.

Source: Health Resources Admin.; U.S. Dept. of Health, Education, and Welfare; Public Health Service; Federal Center Bldg. No. 2; 3700 East-West Hwy.; Hyattsville, MD 20782.

19. **En-Garde: Curriculum on Smoking and Health.** Rev. 1979. 27 pp; curriculum guide.

This curriculum guide for teachers includes outlines for science experiments and other educational activities related to smoking. Activities are appropriate for grades K-3, 4-6, 7-8, 9-12. A list of resource materials is included. **Cost:** free.

Source: Roswell Park Memorial Institute; Research Studies Center; Cancer Control Communications Office; 666 Elm St.; Buffalo, NY 14263. Telephone: (716) 845-4402.

20. **"For a Healthy Tomorrow."** W. G. James. *Journal of School Health* 47(3):180-3, Mar 77.

The approach to school health education used by the American Cancer Society is discussed. Working with school administrators and teachers the Society provides cancer education programs tailored to the age of the students. Some resources available from the Society are mentioned.

Source: local medical libraries.

21. **The Handbook of Health Education.** P. M. Lazes. 1979. 430 pp; manual.

The handbook suggests ways in which individuals and communities can improve their own health and prevent disease. A wide variety of health education programs is described and successful strategies are analyzed. Chapters cover such concepts as self-care, legal and consumer perspectives, and occupational health. **Cost:** $25. **Order No.** ISBN 0-89443-085-8.

Source: Aspen Systems Corp.; 20010 Century Blvd.; Germantown, MD 20767. Telephone: (301) 428-0700.

22. **Health Education in the Elementary School.** 5th ed. C.E. Willgoose. 1979. 518 pp; text.

The major part of the book is specifically concerned with health instruction and is designed to give the elementary school teacher information for planning, carrying out and evaluating health education. Topics discussed include school health, the health status of the child, and the impact of the school environment on general behavior and learning. **Cost:** $16.95. **Order No.** 0-7216-9368-7.

Source: W. B. Saunders Company; West Washington Square; Philadelphia, PA 19105; Telephone: (215) 574-4700.

23. **Involving Doctors in Health Education about Cancer.** Series: **UICC Technical Report, Vol. 44,** 1979. 116 pp; report.

The report results from a project undertaken by the International Union Against Cancer and is designed to guide health education planners wishing to involve doctors in public education programs. Although the focus and examples relate primarily to cancer and to the application of methods and principles to cancer societies and leagues, the concepts may have a general application in involving doctors in public education about other diseases as well. So as to be applicable internationally, the report emphasizes

the general processes of managing education programs rather than providing formulas for specific cancer education methods. Specific topics include: current trends for establishing doctor involvement; setting educational objectives; program implementation; survey methods for planners; communication with patients; preliminary trials for programs; and liaison with medical organizations. Appendices contain information about pilot projects already carried out by UICC teams. **Cost:** 10 Swiss Francs. **Order No.** ISBN 92-9018-044-7.

Source: International Union Against Cancer (UICC); 3, rue du Conseil-General; 1205 Geneva; SWITZERLAND. Telephone: (022) 20 18 11.

24. **Lung Cancer Prevention. Guidelines for Smoking Control.** Series: **UICC Technical Reports, Vol. 28.** N. Gray, ed. 1977. 99 pp; monograph.

An international plan for control of lung cancer through reduction of cigarette smoking is presented. Details of procedures are described, including public information techniques (particularly those aimed at nonsmoking youth), programs that encourage the smoking of low-tar cigarettes, antismoking legislation, restrictions on promotion of cigarettes and control of other environmental pollution associated with lung cancer. A copy of the Norwegian Tobacco Act of 1973 that restricts the distribution of tobacco products is appended. **Cost:** 10 Swiss Francs. **Order No.** ISBN-92-9018-028-5.

Source: International Union Against Cancer (UICC); 3, rue du Conseil-General; 1205 Geneva; SWITZERLAND. Telephone: (022) 20 18 11.

25. **A Primer to Assist National Association of Community Health Centers' Directors in Obtaining Free Public Service Broadcast Time.** 1978. 25 pp; manual.

Advice on obtaining free public service broadcast time covers such aspects as how to find program opportunities, dealing with station personnel, analyzing the station's news coverage, content submission and pretesting, and techniques of programming and broadcasting.

Source: National Cancer Institute; Office of Cancer Communications; Bldg. 31, Rm 10A18; 9000 Rockville Pike; Bethesda, MD 20205.

26. **"Radio: Fertile Ground for Nonprofit Public Service Spots."** W. B. Toran. *Public Relations Journal* 33(8):24-5, Aug. 77.

The article explains that creating a public service announcement suitable for many different radio stations entails fulfilling requirements such as suitability for the medium, creativity, appropriate format, timing, technical quality, deadlines, and appropriateness for area listeners. Suggestions for helping organizations acquire air time are given including gearing the announcements to target audiences, getting local contacts, and maintaining accuracy and quality in the message.

Source: local medical libraries.

27. **Scope, Objectives, and Functions of Occupational Health Programs.** Council on Occupational Health, American Medical Association. 1971. 12 pp; brochure.

The brochure contains American Medical Association guidelines for establishing occupational health programs including recommendations on objectives, activities, facilities, organization, and staffing. **Cost:** free. **Order No.** OCCH 213.

Source: American Medical Association; Order Dept.; P.O. Box 821; Monroe, WI 53566.

28. **Stop Smoking Program Guide.** Oct 71. 178 pp; teaching guide.

Guidelines are presented for use in training individuals to plan, organize, conduct, and evaluate a smoking cessation program in a group setting. A glossary of terms, a bibliography of basic references, and an appendix of sample forms are also included. **Cost:** free. **Order No.** 5003.

Source: American Cancer Society, local units.

29. **Testicular Self-Examination (TSE). . .A Curriculum for High Schools.** Breast-Testicular Self-Exam Curriculum Committee. 1979. 12 pp; curriculum outline; with pre- and post-tests, diagrams, fact sheet, brochure, film review, and descriptions of teaching models.

The guide, which outlines a testicular self-examination program for high school students, contains pre- and post-tests to assess behavior and attitude changes, diagrams, a testicular cancer fact sheet, a brochure, a film review, and a description of teaching models. The rationale, goals, learning objectives, and instructional format of the program are outlined. **Cost:** free.

Source: Wisconsin Clinical Cancer Center; Public Information Office; 1900 University Ave.; Madison, WI 53705. Telephone: (608) 262-0046.

Program Descriptions

30. **"Area Health Education Center Eases Manpower Maldistribution."** D. W. Goronzy. *Hospitals* 40:109-14, 16 Mar 76.

The article describes the Southeast Tennessee Area Health Education Center--a consortium of hospitals, educational institutions, and health planning agencies serving the health manpower needs of a 13-county Appalachian area. Development of numerous programs for training physicians and allied health professionals is described. The emphasis is on improving health care delivery in nonurban settings, and on planning and implementing of additional comprehensive health care activities.

Source: local medical libraries.

31. **"How One Firm Helps Its Employees Fight Cancer."** S. Heyden. *Occupational Safety and Health* 47(6):46-8, Nov-Dec 78.

The article describes the Cannon Mills Cancer Education Program that deals with early cancer detection. Results of employee participation in screening programs are tabulated and presented in the report.

Source: local public libraries.

32. **Know Your Body.**

Know Your Body is a disease prevention program designed for secondary schools. It provides yearly health screening and instructs students on risk factors such as smoking and high cholesterol. Information on nutrition and physical fitness is also included. Teachers receive a package of materials including workshop guides, classroom learning activity units, screening and post-screening materials, and bibliographies. **Cost:** for school system purchase only; $15-$25 per student.

Source: American Health Foundation; 320 E. 43rd St.; New York, NY 10017. Telephone: (212) 953-1900.

EVALUATION

33. **Channeling Health: A Review of the Evaluation of Televised Health Campaigns.** R. Lau; R. Kane; J. Ware; S. Berry; D. Roy. 1979. 60 pp; report.

The report reviews efforts to assess the effectiveness of television programs in changing health behaviors. It states that no conclusive result has been derived from present correlative and experimental studies. Methodological problems and solutions are also discussed. **Cost:** $7. **Order No.** PB-292 050/2WW.

Source: U.S. Dept. of Commerce; National Technical Information Service; 5825 Port Royal Rd.; Springfield, VA 22161. Telephone: (703) 557-4650.

34. **"Criteria for Documentation and Evaluation of Cancer Public Education Programs."** M. F. Arnold. *Health Education Monographs* 1(36):61-7, 1973.

Four types of evaluations are discussed that provide a framework for looking at specific evaluation problems. The article emphasizes that factors to be considered before selecting a cancer public education evaluation plan include: feasibility and appropriateness of the evaluation; responsibility for decision-making based on evaluation results, and the expected effect on the program.

Source: local medical libraries.

35. **"Determining the Impact and Effectiveness of Health Education as it Relates to Federal Policy."** L. W. Green. *Health Education Monographs* 6(1):28-66, 1978.

The article assesses factors which account for the success or failure of health education as it relates to federal policy. Thirty-six recommendations for federal policy are provided and documented by figures and tables. References cite supporting information.

Source: local medical libraries.

36. **"Evaluation and Measurement: Some Dilemmas for Health Education."** L. W. Green. *American Journal of Public Health* 67(2):155-61, Feb 77.

Seven types of problems are identified in relation to evaluation and measurement of the effectiveness of health education programs: (1) rigidity of experimental design versus program flexibility, (2) internal versus external validity, (3) experimental versus placebo effects, (4) cost effectiveness in relation to program size, (5) risks versus payoff, (6) comparison of long-term versus short-term outcomes, and (7) matching health education expenditure to diminishing returns. The article states that improvements could be attained by a cumulative data base compiled with standardized methods, more repetition of experiments, and better documentation, recording, and communication of results.

Source: local medical libraries.

37. **"Evaluation of a Televised Stop-Smoking Clinic."** D. Dubren. *Public Health Reports* 92(1):81-4, Jan-Feb 77.

Findings of a survey of participants in a televised stop-smoking clinic are presented in terms of sex, smoking history, and average cigarette consumption of the participants. Results indicate that the mass media may be an effective means to reach smokers who might not attend organized clinics.

Source: local medical libraries.

38. **"Giving Up Smoking: How the Various Programs Work."** D. T. Fredrickson; A. McAlister; B. Danaher. *Medical World News* 17(24):52-7, 1 Nov 76.

A public health physician, an oncologic surgeon, and two behavioral scientists discuss the effectiveness of smoking-withdrawal programs. Topics include physician encouragement, types of patients, anti-smoking advertising, effectiveness of specific techniques such as hypnosis, and new approaches. The surgeon gives a brief, personal account of why and how he gave up smoking.

Source: local medical libraries.

39. **The Health Message Testing Service.** 1979. 35 pp; brochure.

The booklet describes the Health Message Testing Service (HMTS), a testing service which uses standardized techniques to assess audience response to radio and television public service health announcements. The steps of the testing procedure are explained and examples of data gathered in the pretesting are analyzed. In addition, criteria for assessing communication of the central ideas in public service announcements are also provided. **Cost:** free. **Order No.** DHEW (NIH) 79-2042.

Source: National Cancer Institute; Office of Cancer Communications; Bldg. 31, Rm. 10A18; 9000 Rockville Pike; Bethesda, MD 20205.

40. **"How Television Tries to Close the Health Information Gap."** N. Mark. *Today's Health:* 31-4, Jan 76.

This article states that serious health education television shows are infrequent and under-financed, with the result that the average viewer is ignorant of basic health care facts. Commercial and public television health education programs are reviewed.

Source: local public libraries.

41. **Listing of the National Cancer Institute's Office of Cancer Communication's Pretest and Health Message Testing Service Reports.**

The list of reports includes pretests and health message testing service tests for print and broadcast messages conducted by the Office of Cancer Communications with various public and patient audiences. **Cost:** free; single reports may be ordered from the list.

Source: Rose Mary Romano; National Cancer Institute; Office of Cancer Communications; Bldg. 31, Rm. 4B39; 9000 Rockville Pike; Bethesda, MD 20205.

42. **Managing the Human Service "System": What Have We Learned from Services Integration?** Series: **Human Services Monograph, No. 4.** J. DeWitt. Aug 77. 105 pp; monograph.

Analyses of projects designed to integrate the management of human services are reviewed, including some health programs, and several recommendations based on past and present experiences are presented.

Source: Project Share; Publications Div.; P. O. Box 2309; Rockville, MD 20852. Telephone: (301) 428-0700.

43. **"Perceptions of Cancer Care by Professionals and Nonprofessionals."** D. M. Hayes. *Evaluation and the Health Professions* 1(3):29-56, Oct 78.

Objectives, methodology and findings are reported of a study undertaken to evaluate cancer care programs from both professional and nonprofessional standpoints. The results suggest that "needs" as expressed by health professionals are frequently synonymous with "wants" as expressed by patients, though couched in different terms. The study also yielded a list of desirable educational objectives for programs of professional cancer care education.

Source: local medical libraries.

44. **Pretesting in Cancer Communications: Methods, Examples, and Resources for Improving Cancer Messages and Materials.** 1978. 36 pp; brochure.

The brochure discusses the use of pretesting in cancer communications. Topics covered are the resources, methods and limitations of pretesting and its estimated direct cost. Summaries of recent pretests are also included. **Cost:** free.

Source: National Cancer Institute; Office of Cancer Communications; Bldg. 31, Rm. 10A18; 9000 Rockville Pike; Bethesda, MD 20205.

45. **"Radio Usage by Blacks."** G. J. Glasser; G. D. Metzger. *Journal of Advertising Research* 15(5):39-45, 5 Oct 75.

Analysis of data from two nationwide surveys of radio audiences is presented that shows that blacks use radio more than whites, although they use FM radio less. Young and middle-aged blacks tend to be the heaviest users. It is further noted that while blacks use primarily black oriented (PBO) stations more than whites, the extent of black use of PBO stations varies with different demographic groups.

Source: local public libraries.

46. **Readability Testing in Cancer Communications: Methods, Examples, and Resources for Improving the Readability of Cancer Messages and Materials.** 1979. 34 pp; brochure.

The pamphlet is designed to provide cancer program planners with an understanding of readability testing so that they may assess and prevent possible difficulties with the literacy level of their materials. The SMOG formula for predicting readability is discussed in detail, while several other techniques are reviewed briefly. Appendices include a list of polysyllabic words and their synonyms, and data on the extent of functional illiteracy in the U.S. **Cost:** free. **Order No.** DHEW (NIH) 79-1689.

Source: National Cancer Institute; Office of Cancer Communications; Bldg. 31, Rm. 10A18; 9000 Rockville Pike; Bethesda, MD 20205.

47. **Study of the Impact of the 1978 Great American Smoke-out: Summary Report.** Lieberman Research, Inc. Jan 79. 4 pp; report.

The report summarizes the evaluation of the impact of the 1978 Great American Smokeout, sponsored by the American Cancer Society. The objectives of the survey were to discover (1) how many Americans had heard of the Great American Smokeout, (2) what cigarette smokers did on the day of the smokeout with regard to limiting their smoking, and (3) whether the Smokeout had any long term effect on cigarette smoking habits. **Cost:** one copy free to professionals.

Source: American Cancer Society, local units.

CANCER INFORMATION CLEARINGHOUSE BIBLIOGRAPHIES

The following bibliographies have been published by the Cancer Information Clearinghouse, a service of the Office of Cancer Communications, National Cancer Institute. Each offers reasonably comprehensive coverage of the public and patient educational literature in its subject area, and each also cites materials designed to inform and assist health professionals engaged in cancer education for patients and the public. These bibliographies may therefore prove highly useful for individuals designing, conducting, or evaluating cancer education programs.

Each of the titles listed below may be obtained free of charge from the Cancer Information Clearinghouse, Office of Cancer Communications, National Cancer Institute, 9000 Rockville Pike, Bethesda, MD 20205.

48. **Asbestos and Health: An Annotated Bibliography of Public and Professional Education Materials.** Aug 78. 60 pp; bibliography.

    A comprehensive bibliography, this publication covers all aspects of asbestos and its risk to health. For ease of reference, the contents are divided into broad categories, such as public education, industrial use, employee and employer education, and educational materials for health professionals. These are then subdivided into more specialized sections, which are organized on the basis of publication source, i.e., government agency, educational or professional organization.

49. **Breast Cancer: Annotated Bibliography of Public, Patient, and Professional Information and Educational Materials.** May 79. 71 pp; bibliography.

    This comprehensive compilation of citations lists materials providing information on early detection and treatment of breast cancer, breast self-examination, screening and detection, treatment, and rehabilitation. Materials on patients' rights and psychosocial factors are covered. A listing of ongoing breast cancer education projects is also included.

50. **Cancer Information in the Workplace: Annotated Bibliography of Educational Materials for the Public and Health Professionals.** May 79. 58 pp; bibliography.

The bibliography lists a wide range of sources designed to inform employers, employees, and health care professionals about carcinogenic substances and conditions, and other hazards in the workplace. General items encourage all of these groups to take an active part in promoting worker safety, while more narrowly focused items discuss specific hazards to which workers should be sensitive and techniques employers may use to recognize and eliminate hazards. The book also includes a wide range of information for health professionals concerning specific carcinogens, screening and surveillance programs, and health and safety standards, legislation, agencies and proceedings. Committees on occupational safety and health, Educational Resource Centers of the National Institute of Occupational Safety and Health, and relevant computerized data bases are also listed.

51. **Cancer Screening and Diagnoisis: An Annotated Bibliography of Public and Patient Education Materials.** Jun 80. 72 pp; bibliography.

This bibliography is designed to assist health educators and health care providers identify and select materials which may be used in programs designed to encourage self examination and early detection of cancer. Typical of the materials are brochures and pamphlets which describe early warning signals of various forms of cancer. The bibliography includes both materials for public use and information on resources and materials, both print and non-print, which may be helpful to cancer patients and their families. Resources and materials are included on: cancer prevention and detection; breast, colorectal, head and neck, lung, skin, testis, prostate, uterine and cervical cancers; diagnostic techniques, and cancer control and detection programs.

52. **Cancer Treatment: Patient Information: An Annotated Bibliography of Patient Information and Educatuon Materials.** Jun 80. 31 pp; bibliography.

This annotated compilation of citations includes materials which explain the function, effects, side effects, and many other aspects of various cancer treatment methods. The goal is to help patients and their families make intelligent choices about alternative treatments, and to help them understand and anticipate the physical and psychosocial conditions that normally accompany these alternatives. The materials listed represent a variety of therapeutic modalities, including chemotherapy, radiation therapy, and nutritional therapy. Other listings cover the treatment of breast cancer, and leukemia and other childhood cancers.

53. **Coping with Cancer: An Annotated Bibliography of Public, Patient, and Professional Information and Education Materials.** May 80. 113 pp; bibliography.

Coping with Cancer is a list of annotated citations, including audiovisual materials, designed for use by the public, patients, and professionals. It has been prepared to help health educators identify appropriate educational materials, and to provide information on resources and materials helpful to cancer patients and their families. The items listed represent a variety of approaches to coping with cancer, and include sections on specialized cancers, and the particular problems of childhood cancer.

54. **Developing Patient Education Programs: An Annotated Bibliography of Methods and Resources for Cancer Education.** Jun 80. 19 pp; bibliography.

The aim of this annotated bibliography is to stimulate awareness of the literature concerning the planning and implementation of education programs for cancer patients. Materials in the list cover the basic concepts of patient education, educational methodology, educational resources, program implementation, and the nurse's role in patient education. Illustrative pprograms are also included.

55. **Nutrition and The Cancer Patient: An Annotated Bibliography of Patient and Professional Information and Education Materials.** 2d. ed. Jun 80. 34 pp; bibliography.

This second edition of this annotated bibliography is intended to bring the first edition, published in November, 1977, up to date. The bibliography is divided into two sections--patient education and professional education--both of which include print and audiovisual materials. The section entitled Patient Education includes items on nutrition and cancer, diet therapy and nutritional maintenance, nutritional hints, and nutrition for the pediatric patient. The section entitled Professional Education includes items on both the role nutrition can play in patient care and dietetics. The Professional Education section also lists related journals and general background reading.

56. **Oral Cancer Education: Selected Annotations.** Nov 77. 17 pp; bibliography.

The bibliography cites material covering several aspects of oral cancer diagnosis and care. Public and patient educational materials discuss prevention and early detection, self-examination, smoking, and patient self-care. Citations directed to health professionals cover specific anatomical sites and types of oral cancer, examination and diagnosis, treatment, and rehabilitation. General information materials in print and non-print format are included.

57. **Patient Education Materials for Ostomates: Selected Annotations.** Nov. 77. 10 pp; bibliography.

This bibliography lists publications designed to give practical information and advice to ostomy patients. There are specialized sections covering colostomy, ileostomy, and urostomy, as well as a section on general problems encountered by ostomates. Many of the publications cited emphasize patient self-care and the ability to resume a normal life. References to non-print materials, such as videotapes and films, are included.

58. **Patient Rights: An Annotated Bibliography of Cancer Education Materials for the Public, Patient and Professional. Apr 80. 18 pp; bibliography.**

This annotated bibliography lists materials designed both to inform professionals and the public about the nature of patient rights, and to clarify some of the ethical and technical matters that may be raised in disputes over these rights. The items directed at patients discuss access to medical records, patients' right to understand treatment alternatives and to refuse treatment, informed consent legislation, and the rights at stake when patients seek employment. Information programs of interest to cancer patients are also included. The professional education sections discuss 1) general issues surrounding euthanasia, the right to die, and informed consent, 2) the legal rights and obligations of nurses in informing patients and participating in research, 3) the physician's role in informing patients about their treatment alternatives, and 4) medical ethics.

59. **Public and Patient Cancer Education Materials in Spanish: Selected Annotations.** Nov 77. 18 pp; bibliography.

This annotated list cites printed and audiovisual materials available in Spanish, which have been designed to educate the public about cancer. Emphasis is given to prevention and detection. The citations are categorized according to disease site, but there are also sections on general infomation, smoking, and prevention.

60. **Skin Cancer Education Materials: Selected Annotations.** Feb 78. 35 pp; bibliography.

This bibliography contains listings of some print and a large amount of non-print material intended for use by health care providers. Coverage includes epidemiology and etiology, clinical diagnosis and management, pathology, skin manifestations of systemic malignancies, and treatment. Print and audiovisual material containing general information and prevention measures is included, as well as a selected listing of reference works on dermatology.

61. **Smoking and Health: An Annotated Bibliography of Public and Professional Education Materials.** Aug 78. 82 pp; bibliography.

Smoking and Health is a compilation of education materials designed to make the public aware of the hazards associated with cigarette smoking and to encourage cessation of the habit. The list of visual aids available is comprehensive, and includes brochures and leaflets, posters, buttons, films and videotapes. Materials available in French and Spanish are also cited.

62. **Smoking and Health: An Annotated Bibliography. School Edition.** Mar 79. 36 pp; bibliography.

This edition includes citations to materials intended for use in elementary, junior high and high school classrooms. Many entries discuss the hazards of cigarette smoking and contain a clear anti-smoking message. Topics covered include risks and prevention for adolescents and children, cessation, nonsmoker's rights, and Spanish language materials. A section on teaching resources contains curriculum guides and audiovisual materials for instructors.

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Oral Cancer Education
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Public and Patient Cancer Education Materials in Spanish
Skin Cancer Education Materials
Smoking and Health
Smoking and Health: School Edition

Copies available free from:

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